



Finding the Right Farmers' Market Site

Open-air markets are like theaters, magically transforming a portion of the community into a harvest celebration. Farmers' markets reside at many different types of locations: closed streets, empty parking lots, city plazas, county fairgrounds, city parks and more. Creating these temporary "stages" can entail labor-intense challenges to assure that the markets are safe and attractive.

Site Considerations

You may not hit every bullet point, but some important considerations are:

- • Safe and convenient pedestrian access from surrounding residential neighborhoods in all directions
- • Adjoins local streets with moderate traffic volumes that can accommodate farm truck arrivals & departures
- • Quiet, safe site - not adjoining a major arterial
- • Consistently available for the market through out the season-- moving a market for one day loses sales
- • Consistently available for multi-year usage --again, moving a market disrupts business
- • Multiple entry/exit points into site for farm vehicles
- • Close-by parking lots for customers
- • Convenient to ATM
- • Within or adjoining a commercial district; convenient to other retail activity
- • Convenient, but not adjacent, to bus routes (noise)
- • Easy access/view from arterial streets
- • Level and durable surface
- • Good drainage - no standing water
- • Accessible to water and electric, if possible
- • On-site storage
- • Public restrooms or space for portable restrooms
- • Bike Racks
- • Grey Water Disposal
- • Other appreciated improvements - shade, landscaping, open-air pavilions, stage, benches and cafe tables